

MassMutual

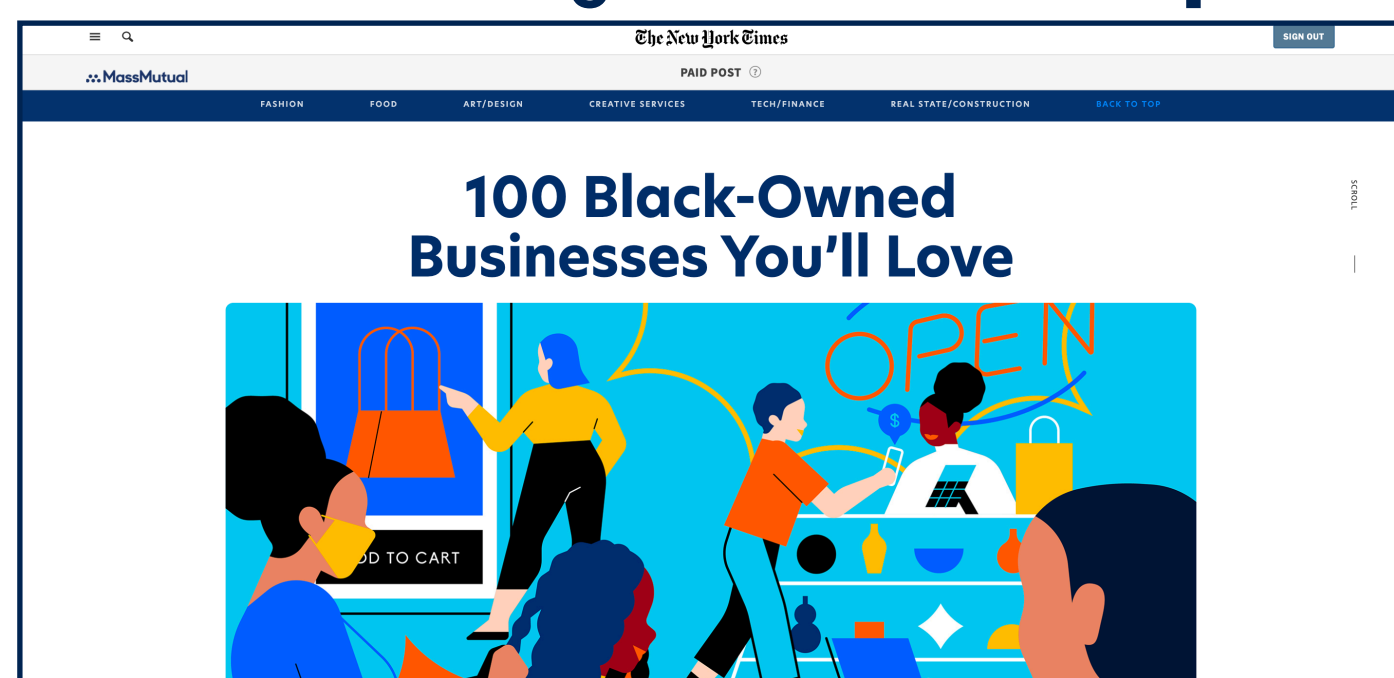
NYT: BLACK HISTORY CONTINUED

PAID POST OVERVIEW

We are thrilled to share that on 5/25, we launched our paid post dedicated to highlighting 100 Black-Owned Businesses across the country. Through this partnership, not only can we reach this audience in a meaningful way, but we're also making an impact as a brand, in supporting black entrepreneurs. This initiative lets us, help them. The work we do today, promotes action that will have a lasting impact.

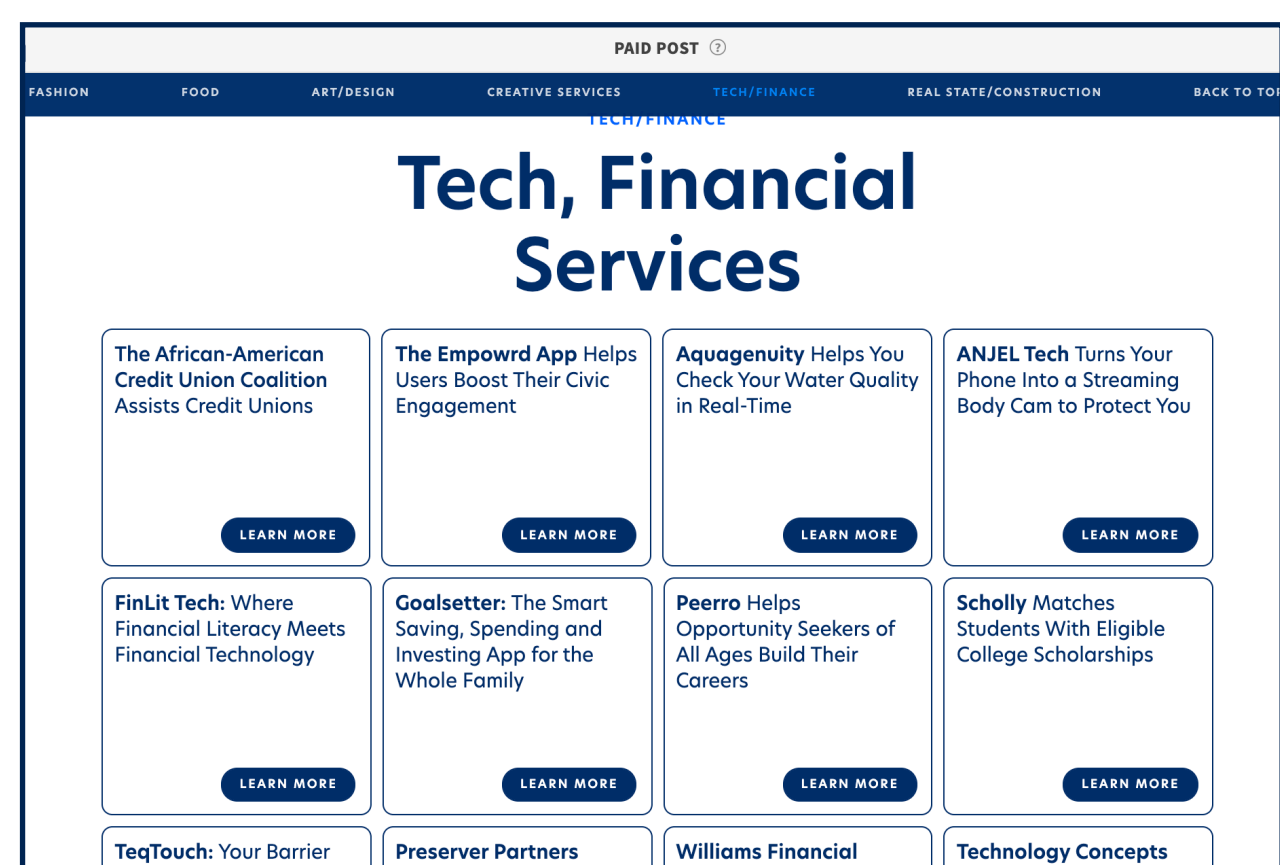
The paid post is set up as shoppable experience for users to explore all the businesses in one place. Commentary from Jacqueline Wiggins, MM's very own planning attorney, is featured at the start of the post.

Although we're unable to provide the estimated overall page views for the paid post, we do expect to see 46K impressions from the MM brand footer (see below). We're excited to have **100 Flex Frames highlighted each and every one of the businesses** on the paid post, that will drive to the businesses homepages. These businesses will be rotated in on a schedule and are set to garner **5.1M impressions**.

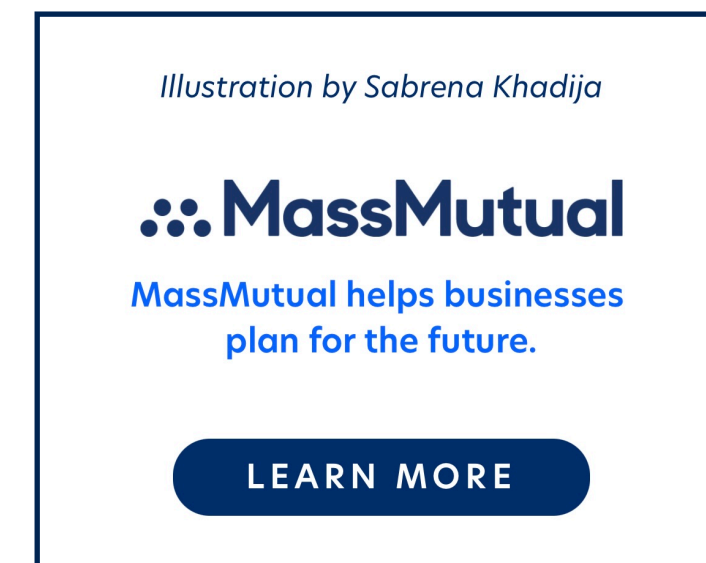


Commentary from Jacqueline Wiggins →

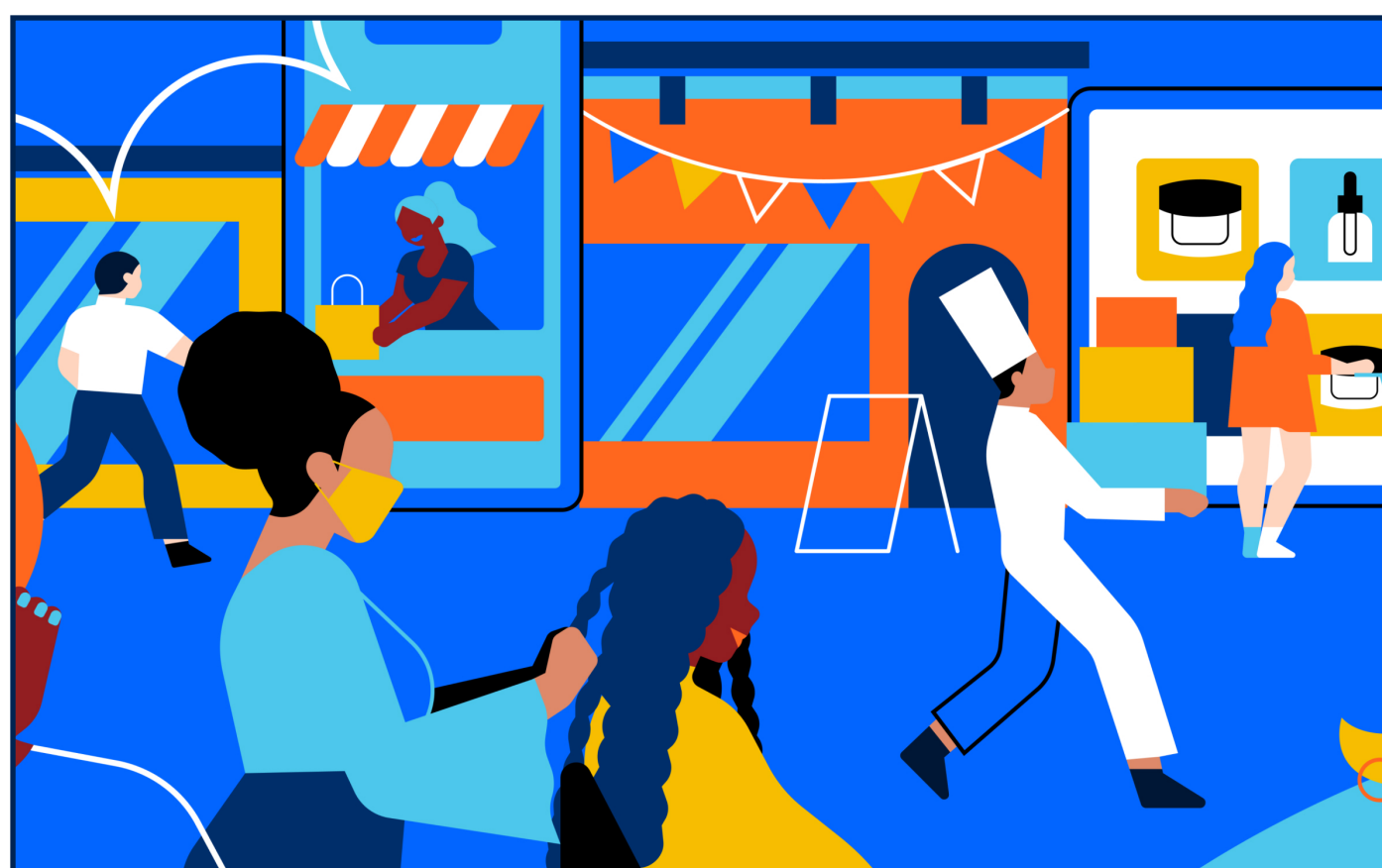
← What users will see when they first enter the post



The various categories users can explore →



An example of what a category looks like



↑ MassMutual Brand Footer

← Imagery throughout

Native Placements across [NYTimes.com](https://www.nytimes.com) + social posts across T-Brand Studio's FB + Twitter will drive to the paid post.

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NYT: BLACK HISTORY CONTINUED

ADDITIONAL MEDIA SUPPORT

As of 4/1, the Mother Daughter & Live Mutual Project Flex Frames have been live, as part of our Editorial Sponsorship. As of 5/21, the Brand Flex Frame (part of the Editorial Sponsorship) & Small Business Owner Flex Frame have been live across [NYTimes.com](https://www.nytimes.com). See below for screenshots.

The Small Business Owner Flex Frame is expected to deliver **2.5M impressions** and while we can't guarantee the number of impressions garnered from the Editorial Sponsorship, we have reported roughly **235K impressions between February and April**.

During February and March, we had Flex Frames running that targeted NYT's "informed" and "inspired" audiences. These Flex Frames delivered around **840K impressions**.

We'll also have mid-roll & post-roll across The Daily. From March through April, we've delivered roughly 821K downloads/impressions and are expected to deliver around **3M more by the end of 2021**.



Mother Daughter Flex Frame
*Driving to MM's D&I landing page

Small Business Owner Flex Frame
*Driving to MM's D&I landing page

Live Mutual Project Flex Frame
*Driving to LMP landing page

Brand Flex Frame
*Driving to MM's D&I landing page

Juneteenth- Celebrating the New Black Joy Sponsorship

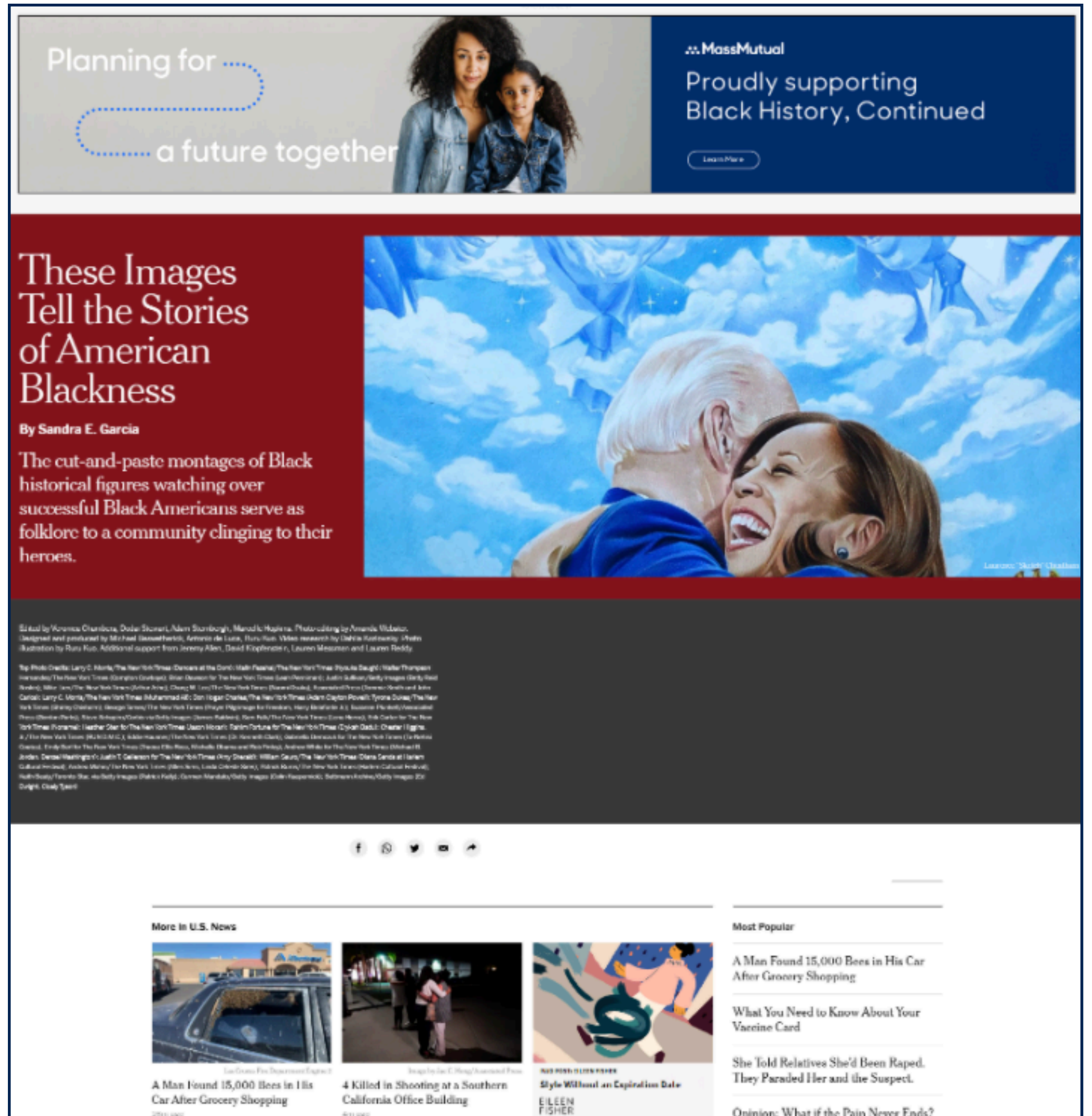
As part of NYTimes' Black History Continued, an interactive story or virtual event will be held each month that celebrates Black History. MassMutual will sponsor NYTimes' June event (6/17), which **celebrates Juneteenth, Black joy + the very specific celebration associated with Juneteenth**. With hopes for this to be a positive & uplifting event, invitations have been extended to Jenna Wortham, as the Editorial Host. Estimated Registrants: 2,500

See screenshots of MM logo inclusion on the following page *

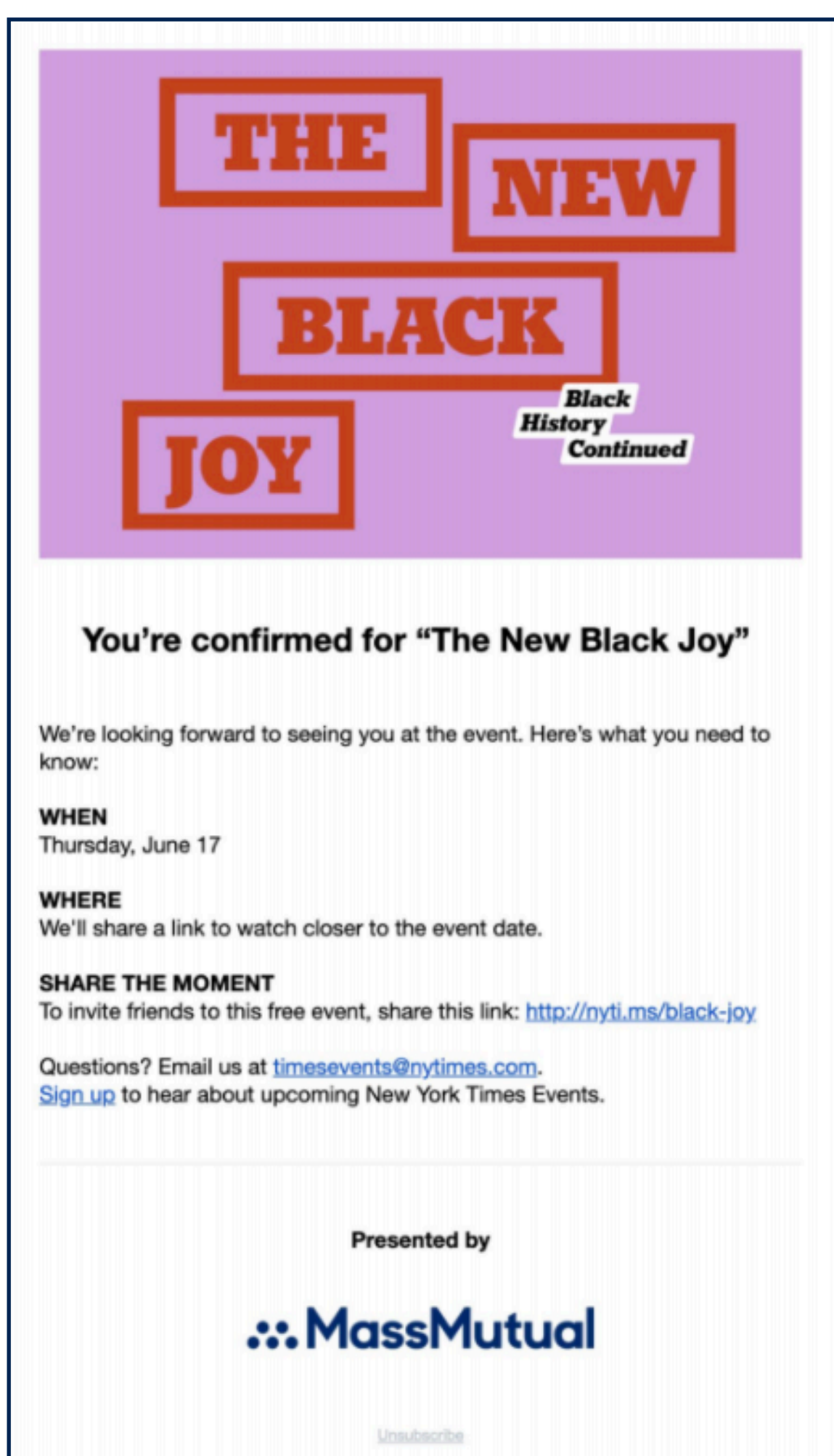
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NYT: BLACK HISTORY CONTINUED

ADDITIONAL MEDIA SUPPORT



Additional Flex Frame Screenshots



The New Black Joy Event Landing Page

The New Black Joy RSVP Confirmation Email

Additional Items for Logo Inclusion:

- Newsletter text mention
- Reminder email
- Event holding card
- Thank you email

